

X marks new videogame spot

NORTHRIDGE, CAL.—Programable videogames aren't just kid stuff anymore.

What are billed as the world's first "adults-only" game cartridges that play in Atari home videogames will reach market in October under the Mystique/Swedish Erotica brand name.

Hot and heavy is the only way to describe the game play of the new titles, "Bachelor Party," "Beat 'Em and Eat 'Em" and "Custer's Revenge." For example, in the latter, General Custer in the buff is running across a desert obstacle course to reach and ravage an Indian maiden.

Backers are saying that X-rated games can become a huge videogame software category, much like live-action adult videocassettes are a big part of the videocassette software industry.

The Mystique/Swedish Erotica cartridges will retail for \$49.95, a premium price for Atari-compatible product.

Retail sales for all Atari vcs format cartridges this year will be in the \$1.3 billion range (excluding Atari console and competitors like

Mattel's Intellivision sales), according to analysts.

Page ads taking a tongue-in-cheek approach, themed, "When you score, you score," break in February *Playboy* and *Penthouse* via Danny Kopels Advertising, Los Angeles. If orders continue to pour in, a spokesman said, ad spending could top \$4 million the first year.

American Multiple Industries, a privately held Northridge company that markets audio and video electronic accessories, licensed the trade names from Caballero Control, a marketer of live-action X-rated video fare.

Ad agency principal Mr. Kopels said while game play is sexually oriented, relatively poor reproduction of body parts on tv screens will soften the sexual impact.

X-rated cartridges will eventually make their way to shelves of most videogame software retailers, Mr. Kopels predicted.

Alluding to videocassette marketers who at first resisted stocking X-rated cassettes, Mr. Kopels said they had to relent "because customers started going to the store across the street that did. I think this will happen with the game cartridges, too."

Mr. Kopels said sexuality is somewhat subdued in packaging in order to make the adult cartridges somewhat suitable for mass retailers.

Mr. Kopels' agency handles Harmony Vision video and audiotapes, NBS Video distribution and Markham Professional Hair Care Products. #

Adult-oriented game cartridges for the Atari home videogame will be marketed under the Mystique/Swedish Erotica brand name. The X-rated videogames are from American Multiple Industries, Northridge, Cal. Ads via Danny Kopels Advertising, Los Angeles, to break in men's magazines, take a humorous approach with the theme, "When you score, you score."

